



2756
2152

PATENT
Customer No. 22,852
Attorney Docket No. 08011.0138

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

John Ferber et al.

Serial No.: 09/610,197

Filed: July 1, 2000

For: OPTIMAL INTERNET AD
PLACEMENT

)
)
) Group Art Unit: 2756
)
) Examiner: Unassigned
)
)
)
)
)

#5/A
7-21-01
RECEIVED
JUL 20 2001
Technology Center 2100

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

PRELIMINARY AMENDMENT

Prior to the examination of the above application, please amend this application
as follows:

IN THE CLAIMS:

Please cancel claim 1.

Please add claims 2-15, as follows:

disc 19/1
-- 2. A method for optimizing selection of advertisements for transmission to a
customer, comprising:

creating at least one customer profile for a possible recipient of advertisement
data, said customer profile reflecting the recipient's interests in predetermined
characteristics of the advertisement data;